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CAPITAL



COMMENT

RUDY MAXA'S DIARY

Marketing Murder: Last October, terrorists shot and killed Leon Klinghoffer, a wheelchair-bound passenger on the cruise ship *Achille Lauro*. By November, his widow, Marilyn, was asking \$400,000 from Hollywood studios for her cooperation in a dramatic production.

"We've got five deals pending," her Los Angeles agent, Tanya Chasman, said in January. "We have a lot of companies bidding."

Marilyn Klinghoffer, who works for a small publisher in New York, requested that producers interested in buying her cooperation meet with her in New York. Universal, Lorimar, the Nederlanders, New World Productions, Alan Lansburg Productions, among others, scheduled meetings with Klinghoffer, who wants to be a consultant.

Not everyone in Hollywood was thrilled with the marketing of the Klinghoffer name. "Paramount was approached, but I wouldn't even entertain a discussion," snaps Peter Greenberg, vice president for Paramount television.

Footnote: At least five other passengers on the *Achille Lauro* have discussed selling the right to tell their stories; one couple insisted their nephew be hired to help in the movie's production.

Kemp Capers? As politicians begin jockeying for the 1988 presidential race, reporters are already looking into their personal lives. Five years ago, Republican Representative Jack Kemp was linked on Washington's gossip circuit with Paula Parkinson, a curvaceous blonde who did some lobbying in Republican circles and was alleged to have videotaped congressmen during bedroom romps. Parkinson was mum about Kemp, and Kemp has steadfastly denied any relationship with Parkinson.

But recently Parkinson, who now lives in Texas, has been deluged with calls from reporters from national publications asking about her past friendship with Kemp. Parkinson has refused comment, but told *The Washingtonian* that she is "living a very different and new life now," though "I certainly have very fond memories of Jack—as well as other people I knew in Washington." Undoubtedly the press will be more curious about those memories, but as of now, Parkinson's reply is "No comment."



William Casey
Woodward's Source?



Bob Woodward
Cozy with Casey?



Paula Parkinson
Fond Memories of Jack



Jack Kemp
Being Targeted



Marilyn Klinghoffer
Selling Her Story



Roy Cohn
Threatens Lawsuit

Casey Cooperates: Once, *Washington Post* reporter Bob Woodward couldn't get lowly staffers working for Richard Nixon's reelection committee to return his calls. But today even CIA chief William Casey is cooperating with Woodward's book on the intelligence community.

In recent years, several Woodward scoops in the *Post* clearly have come from high-ranking intelligence sources. And though Woodward won't confirm it, Casey has talked with him for his latest book, which Simon & Schuster hopes to publish early in 1987.

"Obviously, whether someone is talking to me or not is

not something I want to talk about," says Woodward. And the suggestion that his book will be partly a biography of Casey draws an "I wouldn't jump to any conclusions" warning from Woodward.

Lensman Scoop: Washington photojournalists who covered the Reagan-Gorbachev talks in Geneva turned red with anger and green with jealousy when they opened the *Nation* section of *Time* magazine to see six pages of behind-the-scenes photos by *Time* contract photographer David Hume Kennerly.

The photo pack had been told all coverage was by pool, and

photographers assured their editors back home no one had an inside track. But right after the summit was announced, Kennerly—who had been Gerald Ford's chief White House photographer—called a friend in the White House and asked if *Time* might have "something special."

The White House agreed, though when Kennerly arrived in Geneva, he didn't know what he would be allowed to shoot. It turned out he was invited in to record the first day of the summit, which was hosted by the Americans, while his colleagues stood outside in the cold unaware that Kennerly was snapping shots of the two world leaders chatting by the fire. Kennerly, whose immodesty is always tempered by a sense of humor, explained his coup this way: "I was just passing through Geneva and just popped into the chateau for a few snaps."

Cohn Rumor: For several months, reporters in New York and Washington debated whether to publish the rumor that flamboyant Manhattan attorney Roy Cohn suffers from AIDS. Early in January, the normally staid *Wall Street Journal* broke the press silence.

In the middle of a Helen Dudar story on the Leisure & Arts page, the *Journal* referred to Washington columnist Nicholas von Hoffman's \$285,000 advance to write a biography of Cohn. Though von Hoffman wouldn't confirm it, the *Journal* reported that his book proposal "repeats a widely circulated rumor that Mr. Cohn's [terminal illness] was caused by AIDS."

Before that story, the media danced around the issue. As the *Journal* noted, "Mr. Cohn has said he has liver cancer." In one of two long articles on Cohn in the *Washington Post* Style section, Margot Hornblower wrote, "Of what he is dying, no one is certain. An affidavit from a physician at Sloan-Kettering Cancer Center refers to a 'life-threatening disease.'"

If Cohn does have AIDS, he apparently doesn't feel compelled, as Rock Hudson did, to make that public. Cohn's law partner, Thomas Bolan, threatens "a gigantic lawsuit" if Cohn's illness is linked to AIDS, though Cohn told the *Journal* he had no immediate plans to sue von Hoffman because, he said, "why should I glorify him?"

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